



CATTLE COUNCIL OF AUSTRALIA

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MEDIA RELEASE

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Research shows NSW beef grading proposal is “low quality”

High consumer satisfaction levels with the quality of beef contradict dire assumptions about beef labelling being put forward by some industry participants in New South Wales.

Cattle Council of Australia (CCA) President Greg Brown said a Galaxy Research* study of 1,271 grocery buyers from across Australia indicated shoppers are mostly satisfied with the quality of beef they buy.

Furthermore unsurprisingly price (78%) was the most widely mentioned factor influencing consumer purchasing decisions for lower income earners, highlighting the damaging proposition put forward in NSW to label all budget beef as “low quality”.

“The proponents of this move, including a prominent NSW beef processor, argue that introducing a “low quality” label for some beef sold on the domestic market will shift price-conscious shoppers to pay more for higher quality product,” Mr Brown said.

“This is clearly an absurd suggestion, as the likelihood is that the only winners from such a move would be our competitors as price-conscious consumers choose cheaper proteins such as chicken and pork which won’t carry labels that will scare them off.”

Nicholas Cameron from Galaxy Research said that the majority of grocery buyers have no difficulty in selecting the quality of beef they require.

“Nine in ten grocery buyers find the quality of beef they purchase meets their expectations with only 5% not confident of purchasing the quality they require,” said Mr Cameron.

“They rate the consistency of beef well (81%) and this compares favourably against other categories such as fruit (74%), vegetables (78%) and seafood (65%)” said Mr Cameron.

Trust in beef retailers is also high, with nine in ten buyers having a high or moderate level of trust in their retailers to provide a high quality product.

The consumer satisfaction results are further testament to the improvements that the industry has made over the last decade to beef quality, including raising retail standards, feeding regimes designed to optimise eating quality, and the adoption of the Meat Standards Australia (MSA) program and science.

“Assuring eating quality for the consumer is something that the Cattle Council and industry has worked long and hard for. We now have a meat grading system (MSA) that is underpinned by science and in sync with what consumers want,” Mr Brown said.

“The last thing we need is more ‘red tape’. Beef producers, not Government, should be setting the standards for the way our product is marketed,” concluded Mr Brown.

MSA is now grading well in excess of 1 million head per year and is the world’s only consumer-based cut-by-cook grading program based on over 75,000 consumers providing scores on 650,000 beef samples.

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For comment please contact:

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